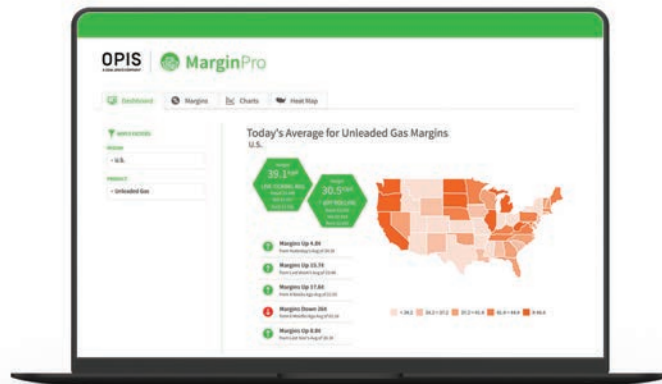# OPIS MarginPro

OPIS
A DOW JONES COMPANY

Get greater insight into profit margins for fuel retailers.

OPIS MarginPro is an online tool for in-depth analysis of retail fuel profitability in any market.

Market Challenge

In the retail fuel market, margin is the amount of money made on each gallon of fuel sold. Profits are typically less than 25 cents per gallon. Only a few cents can make a massive difference to a retailer's bottom line, and change an average business into a thriving one – or vice versa. The ability to benchmark margin performance is essential to increasing the profit on each gallon sold in competitive markets.

How We Help

With interactive charting and easy-to-use filters and tables, OPIS MarginPro provides a detailed look at profit margins over time for competing brands and price leaders in the retail fuel markets you identify. Gain a better understanding of competitor margins for more effective pricing.

Benefits

- Grade your profit performance against key competitors in any region

- Discover markets ripe for expansion and avoid underperforming markets

- Leverage volumes and costs by importing them directly into PricePro

- Enhance negotiating stance with suppliers to win price reductions equal to regional performance

- Adjust margin cost-basis for a more accurate view of profits

- Find the brands that make the most on every gallon sold

- Part of the OPIS RetailSuite and integrated with four other tools for increasing retail fuel profitability

Who We Help

Retailers

Wholesalers & Jobbers

Traders

Financial Institutions

Commodities

Gasoline

Market Segment

Retail

Request a demo

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energycs@opisnet.com

Dashboard

Provides a snapshot of current day and 7-day rolling margins, plus a basic heat map of current margins. Filters let you change region and product.

Tables

Sortable and exportable tables let you see margins by region or brand with flexible comparisons to see change in margins between timeframes.

Charts

Interactive and exportable charts allow for easy analysis and simple charting of images for presentation.

Heat Maps

Visualize margins by region or by brand to discover the most profitable areas. Click for more granular analysis.